



Chief of Staff

Ms. Lyndi Balven



Chief of Staff Mission

The BTA is chartered to guide the transformation of business operations throughout DoD, and to deliver enterprise-level capabilities that align to warfighter needs. The Chief of Staff (CoS) Organization's goals align with the agency's and are outlined below.

Exemplar of Effective Stewardship: CoS systems, services and resources are available, effectively and efficiently utilized, and strategically aligned to support BTA's mission.

Collaborative Working Environment: Integrated and innovative CoS infrastructure supports collaborative efforts within and across organizational boundaries.

Structured for Accountability and Improvement: Standardized guidance, processes and controls facilitate fact-based, results-oriented decision-making at both the individual and organizational level.

Responsive and Efficient Service: Our internal and external customers receive superior support and management services



Chief of Staff Activities

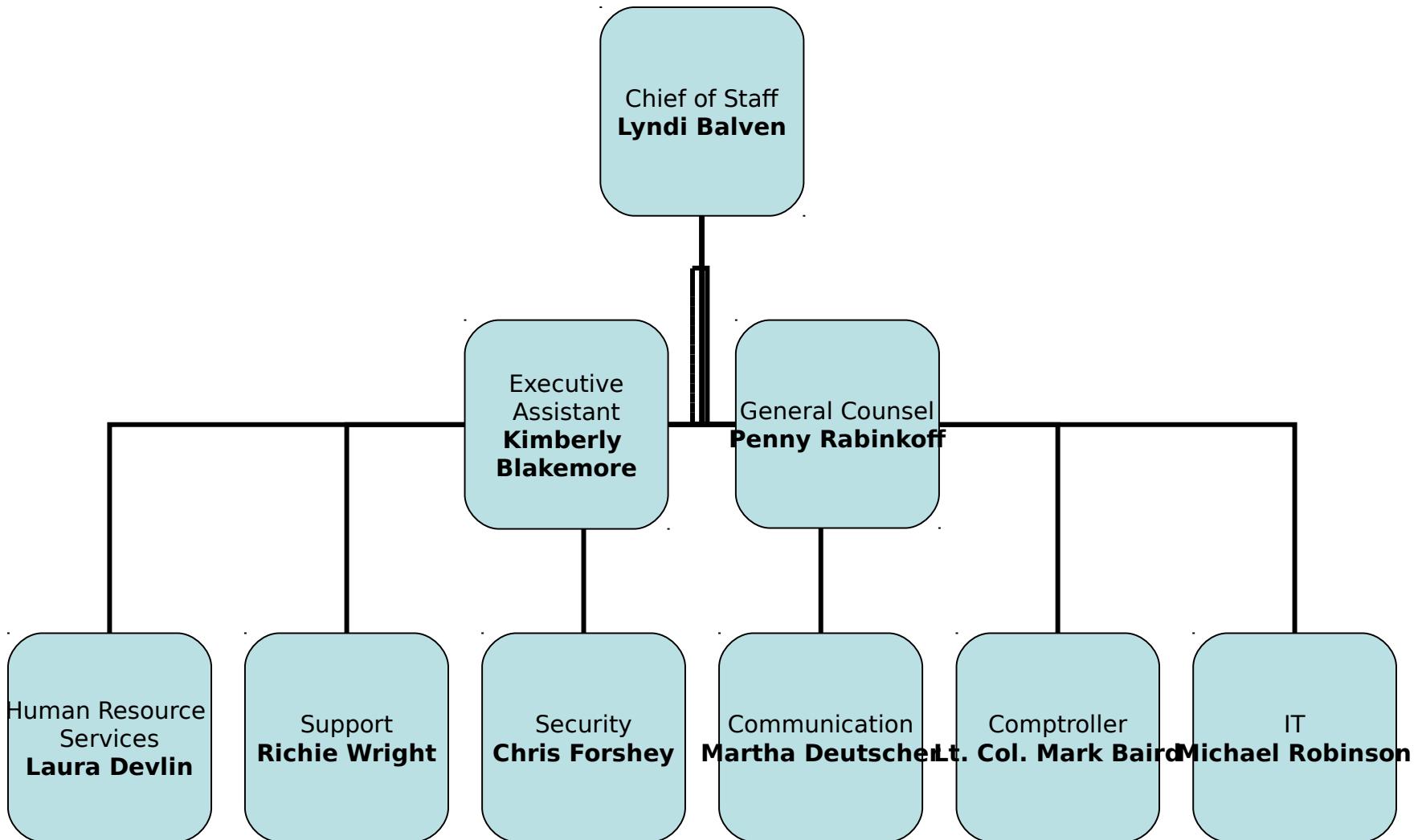
Responsible for the BTA's operational activities:

- Communication
- Comptroller
- Facilities
- Human Resource Services
- Information Technology/Information Assurance
- Security

Operations that are integral to daily BTA activities



Chief of Staff Organization





Current Initiatives

- Streamline BTA business operations
 - Implement Defense Agencies Initiative (DAI) in BTA; CONOPS, Users Guide, & Reporting
- Implement Communication and Human Capital Strategies
- Execute BRAC 133 Recommendation
- Ensure BTA employees have the resources to complete their mission
- Listen to and implement suggestions

Operations that are integral to daily BTA activit



Where CoS Might Use CASS

- Communications
- Support
- Administrative



CoS - Communication Services

Division Chief, Ms. Martha
Deutscher



Transformational Communication

Transformational products and methods of delivery

- Websites, Web 2.0
- Exhibits
- Publications
- Streaming video
- Motion graphics
- Brochures, press kits, fact sheets

The screenshot shows the homepage of the Business Transformation Agency (BTA). The header features the agency's logo with an eagle and the text "BUSINESS TRANSFORMATION AGENCY". Below the header, there is a banner for the "TASK FORCE TO IMPROVE BUSINESS AND STABILITY OPERATIONS - IRAQ" under the "UNITED STATES DEPARTMENT OF DEFENSE". The main content area includes a navigation menu with links to "Directors", "Leadership", "Products", "Business", "About Us", and "Contact Us". There are several news articles and sections such as "NewsWire", "Business Enterprise Architecture", "DIMHRS: Enabling Military HR Transformation", "The Defence Business Systems Acquisition Executive", and "AFRICOM/BTA Business Innovation Exposition". The footer contains copyright information and links to various programs like "Task Force to Improve Business and Stability Operations - Iraq" and "The Defense Integrated Military Human Resource System".



Strategically Aligned Messaging

- Messaging strategically aligned to enterprise goals
- Dissemination of BTA success stories and accomplishments
- Coordination between and among directorates; reduction of stovepiped activities
- Improved and expanded internal communications products to include current week *BTAnews* staff newsletter
- Improved external communications products to include NewsWires

The screenshot shows the BTA Portal homepage. At the top, there's a banner for "BTAnews" with the tagline "Bringing You Weekly News from Around BTA and DoD". Below the banner, the date "TUESDAY, JULY 15, 2008" is displayed. The main content area features several news stories:

- TOP STORIES:** "DAI Coming Soon to BTA" (with a link to "More...")
- BTA NEWSMAKERS:** A profile of Michael Stewart, ERAM Lead, with a photo and a brief bio.
- BTA HAPPENINGS:** A news item about the "Speaking Engagement Approval Form Now in Word Format".
- AWARDS AND RECOGNITION:** A reminder to "Submit a Nomination for BTA's PRTE Award".
- AROUND DOD:** A news item about the "July 22, 1947: Department of Defense Established".

On the right side of the page, there's a sidebar with various links and sections like "Armed Forces Information", "Travel Services", and "Link".



Facilitate Two-Way Communication

- Expand opportunities for engagement, interaction and learning
- Broaden Communities of Interest
- Increased visibility for BTA

and the applicability of its Guiding Principles and experience to other parts of government facing similar challenges





CoS – Support Services

Division Chief, Ms. Richie Wright



Support

- **Possess PowerPoint and Excel skills to prepare and briefing charts and spreadsheets**
- **Research historical data for preparation of financial and other program reports**
- **Prepare, finalize and distribute official correspondence**
- **Establish and maintain internal official records and files (i.e. budget, MIC, LSS, BRAC, space planning and etc.)**
- **Prepare and maintain accurate records for current seating assignments and internal moves**
- **Perform LSS data entry for DoD Enterprise Performance Management System (DEPMS)**



Q&A

Audience, please come forward to the floor microphone for a maximum of three questions.